MULTIMEDIA UNIVERSITY

STUDENT ID NO

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | |

# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 1 SESSION 2015 / 2016**

## BEN 2074 – ENTREPRENEURSHIP

(All Sections / Groups)

16 OCTOBER 2015
9.00 am to 11. 00 am
**TWO (2) HOURS**

---

**INSTRUCTIONS TO STUDENTS**

1. This question paper consist of **ONE (1)** page excluding cover page
2. Answer **FIVE (5)** questions out of **SIX (6)** questions. All questions carry equal marks
3. **ALL** answers should be written in the answer sheets provided.

**Section A**

Answer **FIVE (5)** questions out of **SIX (6)** questions. You are encouraged to include detailed explanation, personal opinions and examples to illustrate your answer.

**Question 1**
Describe **FIVE (5)** potential benefits of establishing a strong ethical culture organization.

**(20 Marks)**

**Question 2**
Elaborate **FIVE (5)** ways lenders and investors can add value to an entrepreneurial firm.

**(20 Marks)**

**Question 3**
Explain **FOUR (4)** alternatives for raising money for a new venture.

**(20 Marks)**

**Question 4**
Explain Patent. Elaborate the process of obtaining patents.

**(20 Marks)**

**Question 5**
Discuss **FIVE (5)** reasons for growth of an entrepreneurial firm.

**(20 Marks)**

**Question 6**
Explain internal growth strategies. Discuss **THREE (3)** advantages and **THREE (3)** disadvantages of internal growth strategies.

**(20 Marks)**

**End of Page**